

#3  
5/12/99

Docket No. 0388-002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT application of )  
Lawrence F. GLASER )  
Serial No. (not yet assigned) )  
Filed: (not yet assigned) )  
For: A METHOD OF EMBEDDING )  
ADVERTISEMENTS IN COMMUNICATION )

10525 U.S. PTO  
09/270710  
03/16/99

INFORMATION DISCLOSURE STATEMENT

Honorable Assistant Commissioner of Patents

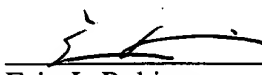
Washington, D.C. 20231

Sir:

In accordance with the provisions of 37 C.F.R. 1.56 and 37 C.F.R. 1.97-1.99, Applicant submits herewith attached Form PTO-1449 listing references known to Applicant and requests that these references be made of record in the above identified application. Copies of the references listed are submitted herewith in accordance with 37 C.F.R. 1.98(a).

The Commissioner is hereby authorized to charge fees under 37 C.F.R. §§1.16, 1.17, 1.20(a), 1.20(b), 1.20(c), and 1.20(d) (except the Issue Fee) which may be required now or hereafter, or credit any overpayment to Deposit Account No. 19-2380(0286-1164). A duplicate copy of this sheet is attached.

Respectfully submitted,

  
Eric J. Robinson  
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Sixbey, Friedman, Leedom & Ferguson, P.C.  
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McLean, Virginia 22102  
(703) 790-9110

NOTICE TO INVENTOR

DUTY OF DISCLOSURE AND INVENTORSHIP



TO: Lawrence F. Glaser

FROM: Eric J. Robinson

Date: March 12, 1999

Subject: A METHOD OF EMBEDDING ADVERTISEMENTS IN  
COMMUNICATION

Enclosed please find the draft of your patent application.

Before executing the application, you should know that the U.S. Patent and Trademark Office (Patent Office) imposes a duty of good faith and candor on inventors. Included is the duty to disclose all information you know of that is material to the patent application.

"Information" is considered material by the Patent Office if it, taken by itself or in combination with other information, could show unpatentability when the claims are given their broadest reasonable interpretation or could be considered inconsistent with a position taken by the applicant(s) to show patentability. "Information" must be forwarded to the Patent Office despite the fact that other information could establish patentability, such as commercial success data or comparative test results. Some examples of such "information" are:

- prior published patents, articles, product announcements, technical reports, or lectures;
- evidence that the claimed invention was in public use, demonstrated publicly, or on sale more than one year before the filing date of the U.S. application;
- information that the claimed invention was made in the U.S. by someone other than the inventor named in the application.
- related pending patent applications known to you.

Materiality of information of the type exemplified by, but not limited to that listed above, is measured by the scope of the claims in an application, particularly the broadest claims. Therefore, your attention is particularly directed to claims 1 and 17, which you should carefully read and fully understand.

To comply fully with the duty of disclosure imposed by the PTO, you should notify us of any further material information pertinent to the claimed invention which would add to the prior art discussed in the Background Art section of your application.

If you first have any questions regarding your application, the scope of the claims therein, or your obligations as an inventor, call me as soon as possible.

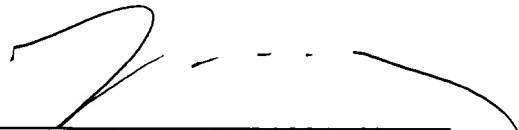
Additionally, the correct inventors must be named in a patent application or the resulting patent can be declared invalid. An inventor is defined as one who conceives of the solution to a problem; the solution is the invention. The invention is legally defined in the claims of the patent application which are located at the end of the application. Please make sure you understand the claims and contact us if you have any questions. As further guidance regarding inventorship, an inventor must make some contribution to the inventive thought and final result, although conception of the entire solution is not required. Merely suggesting a desired result without suggesting means for attaining the result, or merely following the instructions or directions of others is insufficient. Joint inventors need not work physically together with each other although some form of collaboration between joint inventors during development of the invention is required. Joint inventors need not make identical contributions nor contribute to the subject matter of every claim, but an inventor must contribute to the subject matter of at least one claim. If you are still unclear as to who is an inventor, please contact us.

#### ACKNOWLEDGEMENT

I am aware that the Patent and Trademark Office has imposed on inventors a duty of good faith and candor, including a duty to disclose any material information relating to my application. I am also aware that only the correct inventors may be named as such. I hereby acknowledge that, to the best of my knowledge and belief, I have disclosed to Eric J. Robinson all such material information.

3/12/99

Date



Lawrence F. Glaser